



S U P P O R T I N G

INFRASTRUCTURE AND TRANSPORT

P R O J E C T S





INFRASTRUCTURE EVOLVED

In today's rapidly evolving urban environments, multifunction poles are revolutionising transport and infrastructure projects by seamlessly integrating digital connectivity into city landscapes.

These advanced urban structures support a wide range of smart place applications, from real-time traffic management and public safety enhancements to providing essential digital services like Wi-Fi and IoT device connectivity.

By combining multiple functions into a single structure, multifunction poles streamline urban infrastructure, reduce clutter, and enable efficient, data-driven decision-making.

As cities strive to become more connected and resilient, multifunction poles play a critical role in ensuring that transport and infrastructure systems meet the demands of the future.

HUB has led the market in multifunction pole innovation for the past 20 years, and works with urban designers, landscape architects, contractors and infrastructure operators across the world to support the delivery of best practice infrastructure.

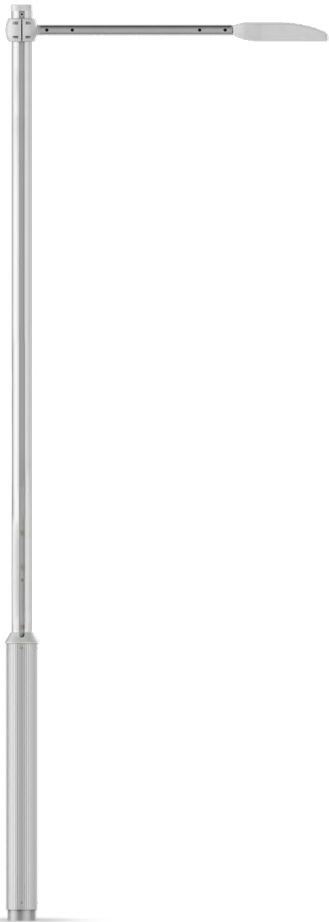
ACTIVATING SPACES

Design is our passion. It is from where we strive to lead, and the HUB team have been dedicated to delivering the highest quality public realm infrastructure solutions for over two decades.

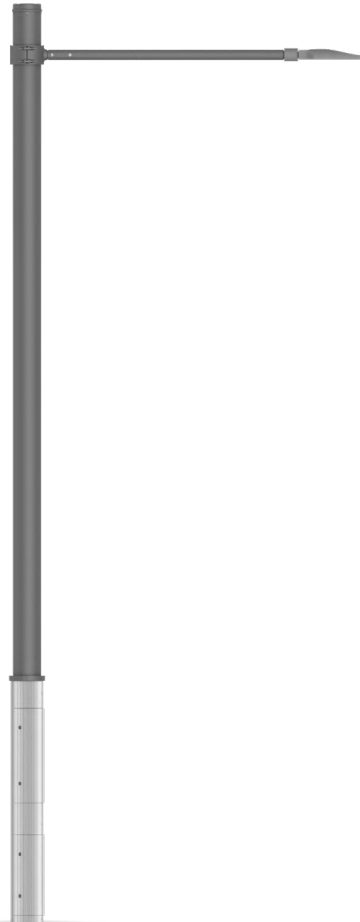
Our multifunction poles are serving the needs of communities right across Australia.

From botanic gardens, high streets and urban renewal precincts to sporting fields and transit oriented developments, our design work is sensitive to local influences and the vision of our clients.

An overview of our product suite is provided below. These include three market-leading multifunction poles that equip our precincts with backbone infrastructure and opportunities to digitally upgrade with leading digital services when required.



SMART.POLE



SMART.HUB

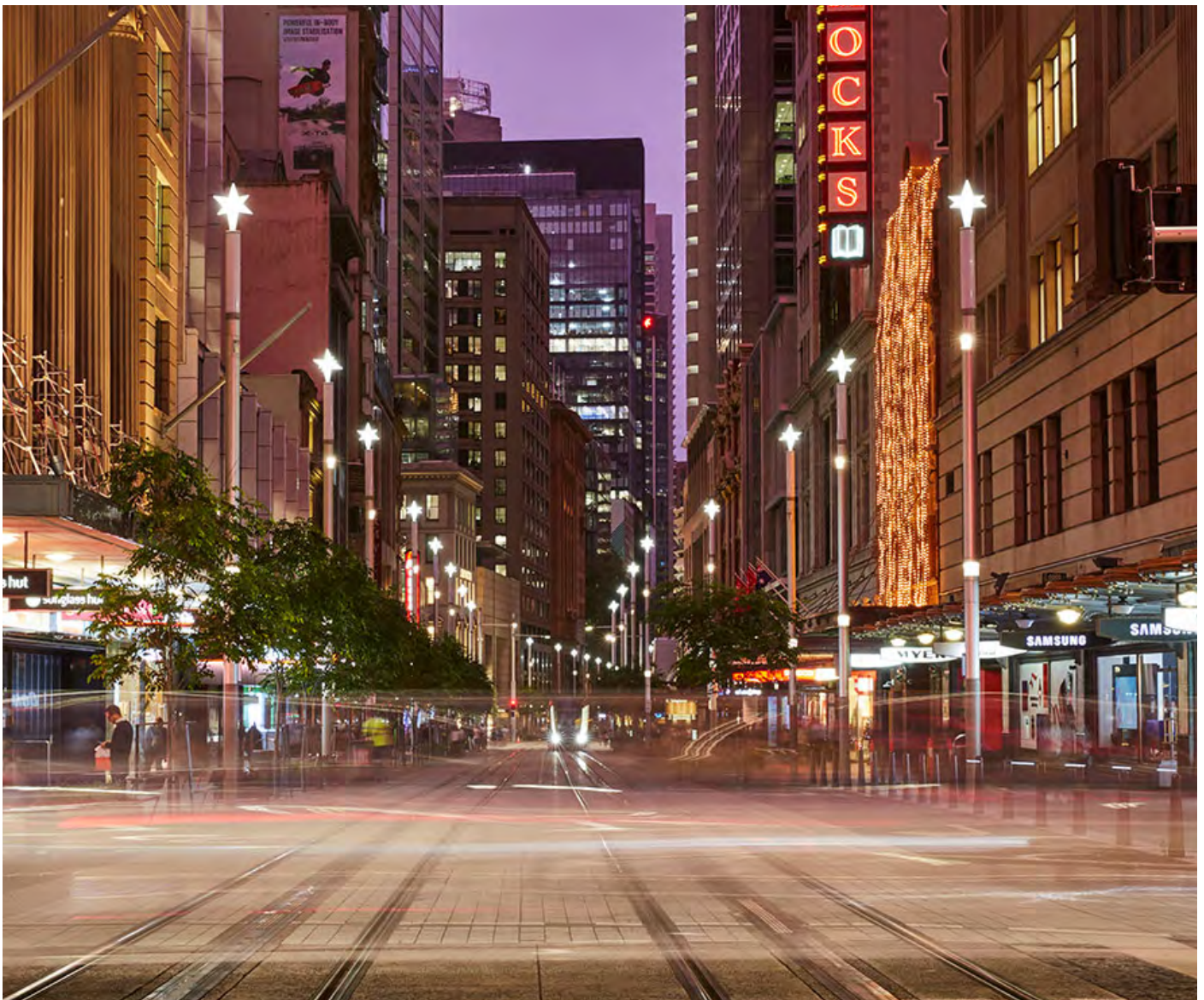
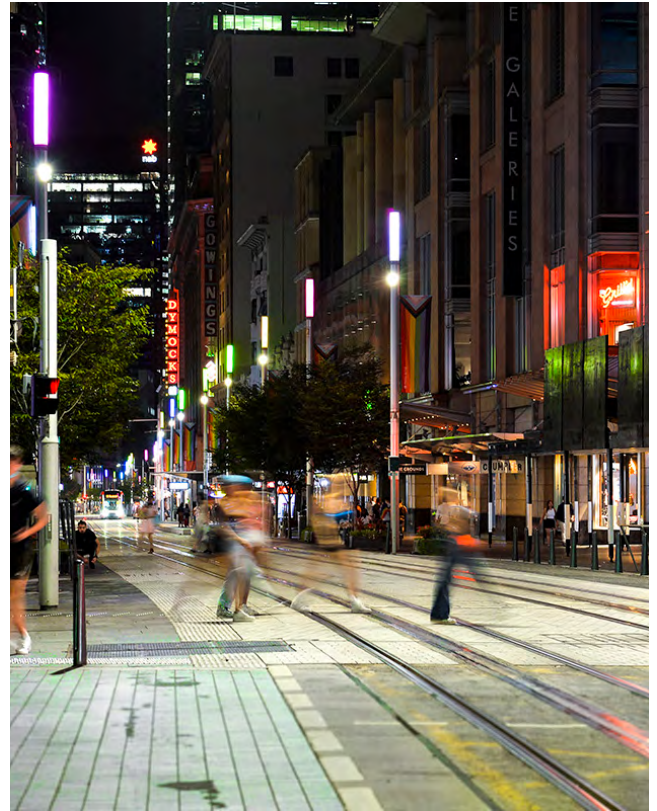


SMART.NODE™

SYDNEY LIGHT RAIL

HUB was engaged to design the next generation SMART.POLE for the Sydney Light Rail project – The S3 SMART.POLE suite.

The task required HUB to evolve the design of the suite of SMART.POLEs to accommodate the structural requirements of the light rail overhead catenary system. As well as enhancing the structural capability of the SMART.POLE, HUB incorporated a series of new of Digital Services functions such as Smart Controlled Street and Decorative Lighting, OPAL Card Readers, 4G/5G Capability and Mobility Counters.





In the design of the Sydney light rail overhead catenary system, the support pole designed by HUB achieved an outcome that resulted in design consistency across the full portfolio of SMART.POLEs.

HUB's custom SMART.NODEs along George Street contain a series of intelligent lighting devices, including the signature beacon lights at the top of the poles. All lighting is controlled remotely via HUB's smart control and data analytics platform.

THE CATALYTIC EFFECT

Transit projects, station development and other urban growth infrastructure projects present significant opportunities and benefits that extend beyond immediate project boundaries. These investments act as powerful catalysts for land use change, economic development, enhanced walkability, and broader placemaking outcomes. By strategically integrating transit infrastructure with urban planning, cities can create vibrant, connected, and sustainable communities.

Where involve new stations or upgrades to existing ones, we can significantly influence surrounding land use patterns. The installation of best-in-class public domain products, including lighting and street furniture, often increases the desirability of nearby areas for residential, commercial, and mixed-use development.

As we see in Transit Oriented Development initiatives, when accessibility and pedestrian footfall improves, developers are incentivised to invest in higher-density projects that capitalise on the demand for transit-oriented living and working environments.

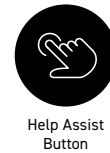
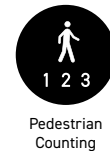
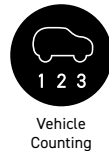
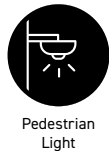
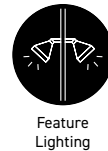
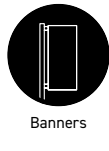
This shift from car-dependent developments to Transit Oriented Development encourages more compact, efficient land use, and promoting sustainable growth community liveability.



ENABLING INTELLIGENCE

HUB's multifunction poles are the most innovative backbone enablers for public places and spaces in the marketplace, with their ability to evolve with the needs of local councils, land authorities and asset operators.

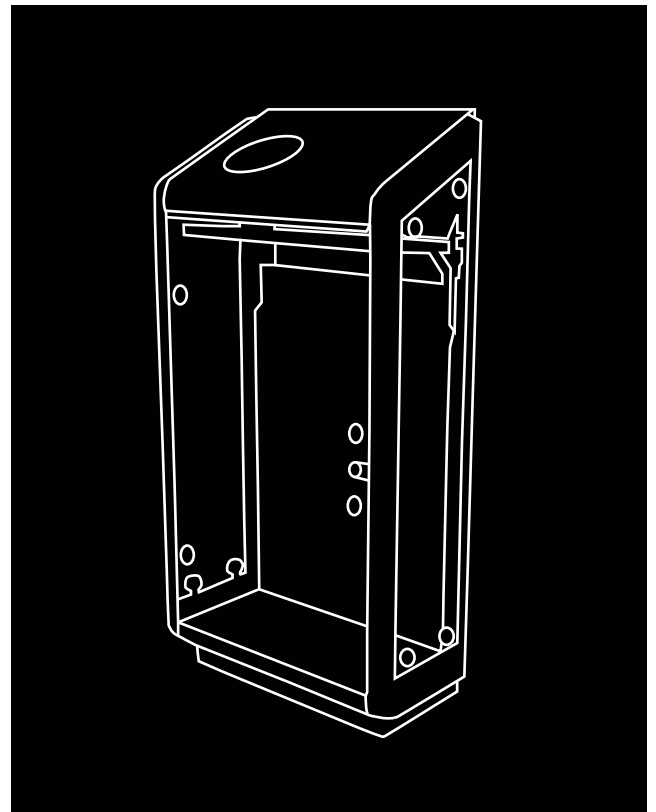
This is achieved through the numerous attachments and embedded devices. Below is an overview of the digital devices and accessories that can be attached or embedded within a HUB multifunction pole.



20.20 BIN

Another innovation in HUB's urban infrastructure suite is the 20.20 SMART.BIN offering public authorities the safest option for waste disposal for use within busy public spaces.

The HUB 'Safer by Design' 20.20 Bin is a government endorsed product that was designed and developed with the NSW Police Force, University of Technology, Sydney, as well as Sydney Trains and Transport for New South Wales (TfNSW), the largest public transport operator in Australia.



PARRAMATTA LIGHT RAIL

Parramatta Light Rail is one of the NSW Government's signature infrastructure projects as it looks to boost its support for servicing the growth areas around Sydney.

Light rail development is a catalyst for property development, business growth and community wellbeing.

Key elements of the supporting public place infrastructure for the project has been designed and supplied by HUB, including street lighting, pedestrian pathway lighting and the overhead catenary support poles along the light rail corridor.

As this important public project continues to be developed, HUB looks forward to supporting the delivery teams.



CATENARY POLE

HUB has designed a range of Catenary Poles to support overhead power cables. These poles are essential in maintaining the tension and alignment of the wires, ensuring a reliable power supply. The poles have been engineered to withstand environmental conditions and mechanical stresses. Catenary poles can be found in various applications, including heavy rail, light rail, and decorative festoon style lighting.

HUB collaborated with TfNSW in the design of the Catenary Poles for the Sydney Light Rail and the Parramatta Light Projects.





INTEGRATING ART

HUB works cooperatively with artists and architects to turn visionary concepts into reality. Through design and research HUB can ensure that the artistic vision is retained while delivering a robust public solution.

Significant public projects demand impressive public art installations. Public art installations need to provide a bold visionary statement and withstand the rigours of the public environment.

HUB embraces the concept of going where no others have been. Typically public art will stretch the boundaries of materials and their application in the public domain.

By embedding artwork into infrastructure projects the public realm is enhanced for community experience.

PEDESTRIAN POLE

HUB Group's latest suite of tapered street light poles combines over 20 years of design excellence with modern urban aesthetics and functionality. Ranging from 3m to 9m in height, these elegant poles are engineered to enhance public spaces with their sleek design while providing superior lighting performance. Each pole is designed to compliment various urban environments, from pedestrian-friendly precincts to expansive public spaces, blending aesthetics with strength. With their varying heights, these poles cater to a wide range of lighting needs, ensuring that streets, pathways, and public areas are illuminated efficiently while maintaining a uniform aesthetic.

Built on HUB Group's decades of experience in urban infrastructure design, these street light poles are both durable and sustainable, offering long-lasting solutions for public lighting.



FEATURED PRODUCT

THE SMART.NODE™

SMART.NODE™ is the world's most advanced public place lighting alternative, ready to accommodate a full suite of digital devices and accessories.

Featuring a sleek, integrated design, SMART.NODE™ can be fully customised around your needs for applications related to communications, energy supply, safety, transport, environmental monitoring, and more.

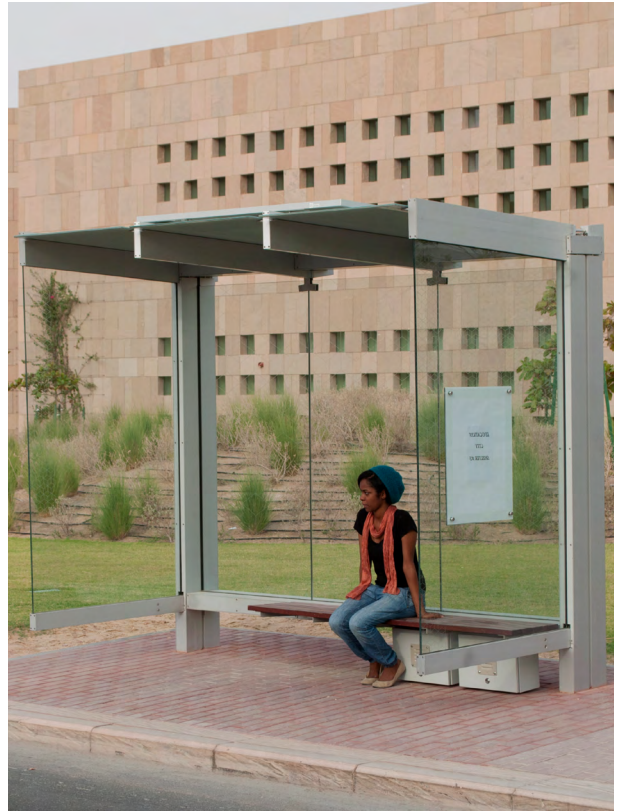
It's also designed to evolve with place over time. Install new services, upgrade existing services, and maintain all services with ease. The perfect dynamic digital infrastructure for light rail station precincts



MIDDLE EAST TRANSIT STOP

Education City in Doha, Qatar, has rolled out a HUB transit stop shelter system throughout this world class development. The system incorporates contemporary materials and finishes including extruded aluminium framing, laminated safety glass, LED lighting, solar panels and signage.

These shelters are very sophisticated, small scale, engineered aluminium structures featuring built in drainage and cabling solutions. Using custom extrusions as the back bone of the manufacturing process, the shelter is a cost effective solution whilst providing maximum modularity, ease of assembly and has a greatly reduced parts count.



PERTH AIRPORT

The Perth Airport Terminal 1 development in Western Australia features modern urban design and landscaping that enhances the functionality and aesthetic appeal of the airport.

The development focused on improving accessibility and passenger flow, with thoughtfully designed pedestrian pathways and vehicle access incorporated to support passenger experience. The public spaces are integrated into the landscape, providing comfortable resting spots for passengers while blending with the surrounding infrastructure, contributing to a cohesive and modern travel experience.

HUB supplied 20 SMART.POLEs to keep the heavily trafficked area well illuminated, with the additional capability of seamlessly hosting accessories such as public address systems and Wi-Fi access points.



**FOR MORE OF OUR
FEATURED PROJECTS
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DESIGN INNOVATE ENABLE

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